## ORDER

Order / Rev: 37774 Orders Alt Order #: 08889919 Product Desc: OBAMA/P/D

> 2264 Estimate:

Flight Dates: 10/30/12 - 11/06/12

Original Date / Rev: 10/26/12 / 10/26/12

**GMMB** 

Order Type: **GENERAL**  KLAS

Primary AE: Mike Jones

Sales Office: K-WAS

Sales Region: National

Name: Agency

**Buying Contact:** 

Billing Contact:

1010 Wisconsin Ave NW

Washington, DC 20007

Billing Type: Cash

Billing Calendar:

Billing Cycle:

Agency Commission:

Broadcast EOM/EOC

00:15:00

15%

Obama, Barack D-President Advertiser Name:

> A35+ Demographic:

Product Codes: PO1

LV4 Priority: Revenue Codes: AGY, POL, CAND New Business Thru:

Order Separation:

Advertiser External ID:

Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/05/12	11	\$11,000.00	\$9,350.00

## **Totals**

Month	# Spots	Gross Amount	Net Amount	Rating 0.00	
November 2012	11	\$11,000.00	\$9,350.00		
Totals	11	\$11,000.00	\$9,350.00	0.00	

## **Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	
Mike Jones			Start Of Order - End Of Order	100%	

Order Share	Share	Tota		
KLAS	30%	\$11,000.00		
Market	100%	\$36,666.67		

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$9,166.67
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$1,833.33
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1	8	10/30/1	2 11/05/12	8 News Now 4-5a	CM	4-5a	MTWTF	:30	1	\$175.00LV2	0.00 NM	1	\$175.00
				8 News Now 4-5a	ı								
	NEWS	3											
	St	tart Date	End Date	Weekdays	Spots/Week	Rate	Rating						
V	eek: 10	0/30/12	11/05/12	MTWTF	1	\$175.00	0.00						
E 2	8	10/30/1	2 11/05/12	8 News Now 4-5a	CM	4-5a	MTWTF	:30	2	\$25.00LV3	0.00 NM	2	\$50.00
				8 News Now 4-5a	Ĭ								

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KLAS

Order / Rev:

37774

Advertiser:

Obama, Barack D-President

Alt Order #: Flight Dates: 08889919

Product Desc:

OBAMA/P/D

10/30/12 - 11/06/12

Estimate:

2004

2264

Ln Ch Start End	Inventory Code Break	Start/End Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/Week MTWTF 2	<u>Rate</u> <u>Rating</u> \$25.00 0.00					
E 3 8 10/30/12 11/05/12	8 News Now 4-5a CM 8 News Now 4-5a	4-5a MTWTF	:30 1	\$20.00LV4	0.00 NM	1	\$20.00
NEWS	o News Now 4-5a						
Start Date End Date	Weekdays Spots/Week	Rate Rating			ļ		
Week: 10/30/12 11/05/12 E 4 8 10/30/12 11/05/12	MTWTF 1 8 News Now 6a M-F CM	\$20.00 0.00 6-7a MTWTF	:30 1	\$965.00LV2	0.00 NM	1	\$965.00
E 4 0 10/30/12 11/05/12	8 News Now 6a M-F	0-7a MIWIF	.50 1	\$305.00EV2	0.00 14141	•	<b>\$303.00</b>
NEWS		<b>.</b>					
<u>Start Date</u> <u>End Date</u> Week: 10/30/12 11/05/12	Weekdays Spots/Week MTWTF 1	Rate Rating \$965.00 0.00					
***************************************	8 News Now Sat SpeciaCM	8-9pS-	:30 1	\$965.00LV2	0.00 NM	1	\$965.00
	8 News Now Sat Special						
COLLEGE FOOTBALL Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/29/12 11/04/12	S- 1						
E 6 8 11/03/12 11/03/12		NCAA College FooS-	:30 1	\$1,050.00LV2	0.00 NM	1	\$1,050.00
COLLEGE FOOTBALL	NCAA College Football	(12:30 PM-4:00 PM)					
Start Date End Date	Weekdays Spots/Week	Rate Rating					
Week: 10/29/12 11/04/12		\$1,050.00 0.00					
E 7 8 11/03/12 11/03/12	NCAA Football CM NCAA College Football	NCAA College FooS- (5:00 PM-8:00 PM)	:30 1	\$2,625.00LV2	0.00 NM	1	\$2,625.00
COLLEGE FOOTBALL	NOAA College I ootball	(0.00 1 141-0.00 1 141)				i	
Start Date End Date	Weekdays Spots/Week					ı	
Week: 10/29/12 11/04/12 E 8 8 11/03/12 11/03/12	Sat Prime Special CM	\$2,625.00 0.00 9-11pS-	:30 1	\$2,000.00LV2	0.00 NM	1	\$2,000.00
E 6 6 11/05/12 11/05/12	KLAS Movie: Bat 21	3-11p 3	.00 1	<b>4</b> 2,000.00242	0.00 11	· 	<b>V</b> 2,000.00
MOVIE		- · · ·					
<u>Start Date</u> <u>End Date</u> Week: 10/29/12 11/04/12	Weekdays Spots/Week	Rate Rating \$2,000.00					
E 9 8 10/30/12 11/05/12	<u></u>	4-5p MTWTF	:30 2	\$1,575.00LV2	0.00 NM	2	\$3,150.00
	8 News Now 4p M-F	(4:30 PM-5:00 PM)				<u> </u>	
NEWS Start Date End Date	Weekdays Spots/Week	Rate Rating				1	
Week: 10/30/12 11/05/12		\$1,575.00 0.00				I	
					Totals	11	\$11,000.00